

2014

SMART retailer™

HELPING YOUR GIFT BUSINESS SUCCEED

MEDIA KIT

The magazine more store owners turn to for new resources and in-depth business advice!



www.smart-retailer.com

Advertise Your Business the SMART Way!

Turn to *Smart Retailer* to Reach More Than 70,000 Buyers through Print, Web, E-mail and More

What We Offer

- **20 years of industry expertise** so you're working with a company that truly knows the business.
- **In-depth editorial coverage** that keeps readers involved in every issue of the publication.
- **Various multimedia advertising options** so you can reach customers in more ways than one.
- **Competitive pricing** so you know you're making a wise investment.
- **Special sections** that showcase your products in unique ways to the readers.
- **Bonus distribution** at more than 45 trade shows so your advertising will reach even more buyers.
- **A dedicated readership** of highly qualified buyers and storeowners so your advertising message is hitting the most targeted audience.
- **Industry events** that bring together retailers, vendors and show promoters to provide brand-building and educational opportunities for all involved.



Who We Are

Smart Retailer is the definitive print and digital resource for the gift and home-decor industry. It provides new product resources, industry news, and valuable business advice to help retailers build smart businesses. It also provides various multimedia advertising opportunities for wholesale vendors to reach new buyers.

How We've Grown

During the past 20 years, we have expanded to serve retailers and vendors in a variety of ways, including adding extra issues, an independent website, electronic newsletters, social media sites, custom e-blasts, interactive digital editions, seminars, and special events. We will continue to use these elements to bring the absolute best business advice, industry information and wholesale resources to this thriving industry.

Testimonials

"Thanks for all of the great tips and wonderful ideas for displays. We have used many of them."

—Home at Last Antiques

"I'm so happy to have found your site and look forward to your tweets!"

—Marcia Williams

"I really enjoy your insights and articles for retailers like myself!"

—Danette Wicker

Be sure to check out our sister publication, **The Crafts Report** - the business resource for artists and entrepreneurs. Call (800) 777-7098 for details.

"Just got your Christmas wishes via e-mail. Thanks for always providing great ideas for us to use."

—Jennifer Khal

"I just heard about your magazine. Can hardly wait to get started reading it!"

—The Old Crow

"New fan to your Facebook page. I am here to learn! Love what I see so far!"

—Shabby French Country Cottage Basement

"Love your new website. Very interesting with lots of great ideas!"

—Bernier Farms Storage

"Got my first issue of your magazine!! Excellent and very helpful. Thank you!"

—Sew Lavender

Circulation & Readership

Smart Retailer's circulation reaches qualified buyers based on store volume and purchasing power.

Print: Average guaranteed paid and non-paid circulation per issue:



Digital: Average readership per DigitalPLUS:



Average Total Circulation Per Issue:



Average Readership Per Issue:



Reader Job Function

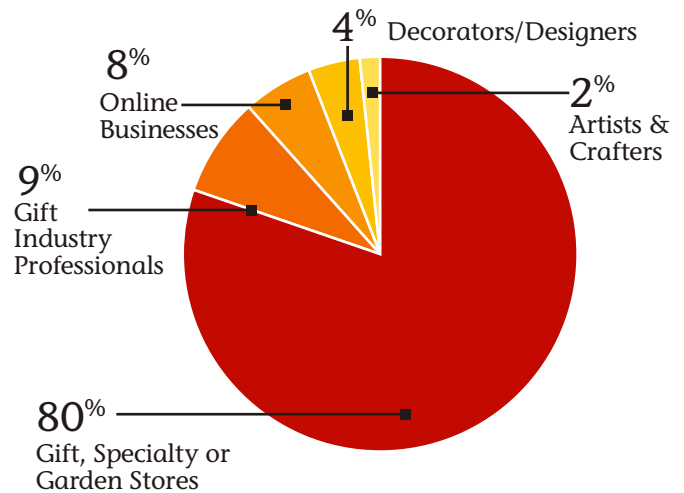


- 85.63% Owner/CEO/President
- 9.65% Manager/Buyer
- 3.72% Other

Geography

Smart Retailer's readers are storeowners or buyers located across the United States and Canada in large cities, suburbs, rural areas and towns. Their businesses include gift shops, specialty stores, garden/landscape centers, hospitals, florists and museums.

Demographics



SOURCE: PALM COAST DATA, LTD., 2012

Merchandise Categories

General Gift Items	71.60%
Florals	69.88%
Candles/Personal Care	66.24%
Garden & Outdoor	53.85%
Prints/Framed Art	50.59%
Stationery/Books/Cards	47.24%
Tabletop	46.56%
Collectibles	45.66%
Textiles	45.22%
Handcrafted	43.83%
Furniture	41.15%
Specialty Foods	38.09%
Fashion & Accessories	34.01%
Inspirational	29.62%

Bonus Distribution

In addition to mailing directly to more than 24,588+ qualified buyers, Smart Retailer magazine will be distributed at the following trade shows throughout the year:

AmericasMart Atlanta, GA
 Billings Market, MT
 Biloxi Mississippi Gift Show, MS
 Boston Gift Show, MA
 California Gift Show, CA
 Charlotte Gift & Jewelry Show, NC
 Chicago Market, IL
 Columbus Marketplace, OH
 Dallas Total Home & Gift Market, TX
 Denver Gift, Home & Jewelry Show, CO
 Fort Lauderdale Gift Show, FL
 Galveston Gift & Resort Show, TX
 Grand Strand Gift & Resort, SC
 Halloween & Attractions Show, MO

Heritage Markets, IN, OH, PA, WV, VA
 International Gift Expo in the Smokies, TN
 Kansas City Gift Mart, KS
 L.A. Gift Show, CA
 Lansing Gift Show, MI
 Las Vegas Market, NV
 Louisville Gift Show, KY
 Market Square Shows, MA, PA, WI
 Minneapolis Mart, MN
 Mississippi Market Wholesale Show, MS
 National Stationery Show, NY
 New England Products Trade Show, ME
 New York International Gift Fair, NY
 Northeast Market Center, MA

OASIS Gift Show, AZ
 Ocean City Resort Gift Expo, MD
 Offinger's Marketplace, OH
 Orlando Gift Show, FL
 Philadelphia Gift Show, PA
 Pittsburgh Gift Show, PA
 Portland Gift & Accessories, OR
 San Francisco International Gift Fair, CA
 Seattle Gift Show, WA
 Smoky Mountain Gift Show, TN
 St. Louis Gift Show, MO
 Upstate New York Gift Expo, NY
 Western New York Gift Show, NY

2014 Smart Retailer Editorial Calendar

	Editorial Deadline	Ad Deadline	Mail Date
December/January-Early Spring	10/18/2013	10/29/2013	11/26/2013

Special Show Issue: America's Mart Atlanta
 Feature Focus: Trends & Forecasts Atlanta
 Business Article: Retail Business Trends
 Second Focus: Valentine's Day

February-Spring	12/2/2013	12/17/2013	1/14/2013
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Special Show Issue: New York NOW
 Feature Focus: Trends & Forecasts New York
 Business Article: Retail Displays & Marketing
 Second Focus: Easter/Spring & Garden

March/April-Summer	1/2/2014	1/14/2014	2/11/2014
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Feature Focus: Country/Casual Style (farmhouse, French, cottage, and more!)
 Business Article: Make the Most of E-commerce and Social Media
 Second Focus: Scent Trends, Candles, and Accessories
 Second Focus: Travel Gear & Accessories

May/June-Fall/Halloween	3/3/2014	3/11/2014	4/8/2014
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Feature Focus: Fall & Halloween Goods
 Business Article: Retail Technology Update
 Second Focus: Stationary and Gift Paper
 Second Focus: Gifts for Men (Father's Day)

July-Fall/Christmas	5/5/2014	5/13/2014	6/10/2014
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Special Show Issue: America's Mart Atlanta
 Feature Focus: Trends & Forecasts Atlanta
 Business Article: Handmade Buying Guide
 Second Focus: Gourmet Food Guide
 Second Focus: Christmas/Holiday Goods

August/September-Winter	6/9/2014	6/17/2014	7/15/2014
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Special Show Issue: New York NOW
 Feature Focus: Trends & Forecasts New York
 Business Article: Offer Stellar Customer Service
 Second Focus: Wall Décor
 Second Focus: Candles & Scents

October/November-Winter/Early Spring	8/8/2014	8/19/2014	9/16/2014
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Feature Focus: Wedding
 Second Focus: Last-Minute Christmas
 Second Focus: Eco-Friendly Goods
 Business Article: Price Your Product Right



Web Opportunities

Connect with buyers 24/7 online at www.smart-retailer.com. Advertising on *Smart Retailer's* website is the easiest and most cost-effective way to promote your products in real time to buyers. Ten ad zones are available with a maximum of three vendors to share each zone spot. Web ads are available with 3-, 6-, or 12-month schedule options.

LOCATION & MONTHLY RATES PER ZONE:

Masthead & Footer – Run of Site

Zone 1 Rectangle (300 x 100): \$425

Zone 2 Leaderboard (728 x 90): \$375

Home Page & Blog Page

Zone 3 Rectangle A (300 x 100): \$350

Zone 4 Rectangle B (300 x 250): \$375

Zone 5 Rectangle C (300 x 250): \$350

Navigation Pages & Show Calendar

Zone 6 Leaderboard (728 x 90): \$350

Zone 7 Skyscraper (160 x 600): \$350

Internal Pages, Features/Trends

Zone 8 Rectangle A (300 x 100): \$325

Zone 9 Rectangle B (300 x 250): \$350

Zone 10 Rectangle C (300 x 250): \$325

Additional Discounts Available:

With a 6-month schedule, get a 5% discount on monthly rates above.

With a 12-month schedule, get a 10% discount on monthly rates above.

Zones are numbered and circled in red:



For more details, contact your sales representative at 800-331-0038.

E-Newsletter Opportunities

Reach buyers in between issues by promoting your products in one of our pre-scheduled E-mail Newsletters or by sending your Custom E-mail Blast message to *Smart Retailer's* nearly 11,000 e-mail subscribers.



Issue Preview E-mail Newsletter: Double your print exposure with an Issue Preview ad, e-mailed prior to each magazine mail date. Options are either an Image ad \$295 or Text ad \$100.

EXTRA E-mail Newsletter: Every month, we send our EXTRA e-mail newsletter, which includes unique articles, tips and the latest industry news. Vendors can showcase new merchandise or announce timely promotions. Cost is just \$295 per monthly EXTRA e-newsletter ad.

Custom E-mail Blasts: Have an urgent message? Special sale? New product? Send a Custom E-mail Blast to nearly 11,000 smart retailers. Cost is \$1,500 per E-mail Blast with single-image files or \$1,700 per E-mail Blast for multi-image files.

For more details, contact your sales representative at 800-331-0038.

DigitalPLUS

Over 245 million people in the United States use the Internet! That's 78% of the total population. (Source: Internet World Stats)

To reach this expanding Internet market, each issue of *Smart Retailer* is digitized and released to the readers 30 days after the print edition. This doubles advertisers' exposure because *Smart Retailer* issues are then circulated in all 12 months of the year.

Bonus Resources

Each digital issue includes a *DigitalPLUS* section with bonus articles, extra resources, videos, live links and more. So the readers are engaged and excited when it is released.

Advertising Opportunities

DigitalPLUS provides additional advertising opportunities for vendors. Since it comes out 30 days later, new product releases and urgent vendor promotions can be introduced to buyers in a timely manner.

For more details, contact your sales representative at 800-331-0038.



Editorial Guidelines

Companies are often included in our editorial sections in the magazine and on our website at www.smart-retailer.com.

If you would like to be considered for editorial exposure, follow these guidelines for submitting materials:

1. Press releases: E-mail full text (Microsoft Word document preferred) and high-resolution digital images (300 dpi) to Stephanie Finnegan, jonespublishingeditor@yahoo.com.

2. New product releases: E-mail high-resolution digital images (300 dpi) to Stephanie Finnegan, jonespublishingeditor@yahoo.com or mail product samples to:

Smart Retailer
Attn: Editor
N7528 Aanstad Road
P.O. Box 5000
Iola, WI 54945

Include product descriptions and ordering information for each item. Please refer to Editorial Deadlines for each issue in the Editorial Calendar.

3. Mail press kits and catalogs to:

Smart Retailer
Attn: Editor
N7528 Aanstad Road
P.O. Box 5000
Iola, WI 54945

Net Rates Per Issue

Display Advertising

Supplied Completed Ad	1x	4x	7x
2-Page Spread	\$5,511	\$4,565	\$4,150
Full Page	\$3,079	\$2,533	\$2,307
2/3-Page Vertical	\$2,633	\$2,209	\$2,008
1/2-Page Island	\$2,365	\$1,939	\$1,763
1/2-Page Horizontal/Vertical	\$1,696	\$1,448	\$1,316
1/3-Page Square/Vertical	\$1,607	\$1,326	\$1,205
1/4-Page Vertical	\$1,004	\$835	\$759
1/6-Page Sneak Peek	\$495	\$475	\$425

Supplied Image	1x	4x	7x
2-Page Spread	\$6,484	\$5,371	\$4,883
Full Page	\$3,623	\$2,989	\$2,714
2/3-Page Vertical	\$3,098	\$2,599	\$2,363
1/2-Page Island	\$2,783	\$2,281	\$2,074
1/2-Page Horizontal/Vertical	\$1,995	\$1,704	\$1,549
1/3-Page Square/Vertical	\$1,890	\$1,560	\$1,418
1/4-Page Vertical	\$1,181	\$982	\$893
1/6-Page Sneak Peek	\$545	\$525	\$475

Supplied Product	1x	4x	7x
2-Page Spread	\$7,475	\$6,190	\$5,627
Full Page	\$4,175	\$3,443	\$3,130
2/3-Page Vertical	\$3,570	\$2,995	\$2,723
1/2-Page Island	\$3,207	\$2,632	\$2,393
1/2-Page Horizontal/Vertical	\$2,299	\$1,967	\$1,788
1/3-Page Square/Vertical	\$2,178	\$1,797	\$1,634
1/4-Page Vertical	\$1,364	\$1,132	\$1,029
1/6-Page Sneak Peek	\$595	\$575	\$525

Creative & Photography Services

Smart Retailer offers professional creative design and photography services to help create your ad. Contact your sales representative for more details.

Premium Positions

All ads are run-of-book placement. For guaranteed placement, add 10%. For premium positions, add 15%. Contact your sales rep for more details.

Ad Sizes

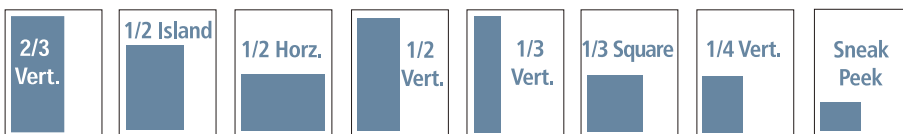
Unit Size	Width	x	Height
Magazine Trim Size	8 1/8" (8.125")	x	10 3/4" (10.75")
Spread*	16 1/4" (16.25")	x	10 3/4" (10.75")
Full-Page Bleed**	8 1/8" (8.125")	x	10 3/4" (10.75")
Full-Page Non-Bleed	7"	x	10"
2/3-Page Vertical	4 5/8" (4.625")	x	9 3/4" (9.75")
1/2-Page Island	4 5/8" (4.625")	x	7 1/4" (7.25")
1/2-Page Horizontal	7"	x	4 3/4" (4.75")
1/2-Page Vertical	3 3/8" (3.375")	x	9 3/4" (9.75")
1/3-Page Vertical	2 1/4" (2.250")	x	9 3/4" (9.75")
1/3-Page Square	4 5/8" (4.625")	x	4 3/4" (4.75")
1/4-Page Vertical	3 3/8" (3.375")	x	4 3/4" (4.75")
Sneak Peek	3 3/8" (3.375")	x	3"

*Spread - Overall size with bleed will be 16 1/2" x 11". Extend bleed 1/8" (.125") beyond trim on all sides.

**Full-Page Bleed - Extend bleed 1/8" (.125") beyond trim on all sides.

Keep all type 5/16" (.312") away from trim.

Scale of Ad Sizes



Classified Advertising

Rates and Specs

	Frequency		
	1x*	4x*	7x*
Single, 2 1/4" x 3/4"	\$116	\$97	\$88
Double, 2 1/4" x 1 5/8"	\$203	\$182	\$165
Double/Single, 2 1/4" x 2 1/2"	\$320	\$278	\$253
2 Doubles	\$407	\$363	\$330
Vertical 2 1/4" x 3 3/8"			
Horizontal 4 5/8" x 1 5/8"			

*Rates above are for B&W text ads. If your ad has 1-Color or 4-Color, then the Color Charges below apply. If we create an ad for you, then the Color and/or Additional Production charges below may apply.

Color Charges

1-Color +10% 4-Color +20%

Additional Production Charges

Logo \$15 Image \$15

(Production charges do not apply to supplied ads)

Advertising

Jerry Beyer

jerryb@smart-retailer.com

(800) 331-0038, ext. 118

Director of Marketing

General Information

Smart Retailer

N7528 Aanstad Road

P.O. Box 5000

Iola, WI 54945

Phone: 800-331-0038

Fax: 715-445-4053

www.smart-retailer.com

Shipping Information

Send all reservation forms and production materials to:

Smart Retailer

Advertising Dept.

N7528 Aanstad Road

P.O. Box 5000

Iola, WI 54945

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Mechanical Requirements

Acceptable File Formats

Mac format is preferred. Files created on a PC may require font substitution and type manipulation due to font platform incompatibility.

Acceptable file formats include Adobe InDesign®, QuarkXPress® 6.5 or lower, Adobe Photoshop®, Adobe Illustrator®, Adobe Acrobat® PDF.

Note: *Smart Retailer* does not support and will not accept files created from Adobe PageMaker®, Microsoft Publisher®, Microsoft Word®, Corel Draw®, Microsoft PowerPoint® or OpenOffice®. We also do not accept low-resolution PDFs, TIFFs, JPEGs or EPS files.

Photoshop files must be 300 dpi, CMYK color, EPS or TIFF file format. Include all images, graphics and fonts used in the file on the disk along with the Photoshop file. Do not flatten layers.

Ad layout must be made to exact dimensions. Full-page bleed ads require 1/8" bleed extension beyond final page trim size on all sides.

Fonts used in the digital ad file must be included on the disk.

Images must be saved at 300 dpi, as CMYK color, TIFF or single-file EPS format without screen angles or transfer functions.

SWOP Proofs or CMYK Contract Proofs are required from all advertisers. *Smart Retailer* will not be responsible for color quality or errors unless a SWOP proof is supplied. Acceptable proofs include Kodak Approval®, Kodak Matchprint®, Fuji FinalProof®, DuPont Waterproof®, Iris® or Veris®. If a four-color contract proof is not provided, color guidance will be determined by *Smart Retailer's* contract proof generated from the digital ad file. NOTE: *Smart Retailer will not be responsible for color quality, type reflows or mistakes, type raster or image transparency issues in final printed ad when a CMYK contract or SWOP proof is not submitted with the digital ad file. An ink-jet color print is not a contract quality proof and will not be used for color guidance, mechanical or element content.*

Contract & Copy Regulations

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing by registered letter prior to published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, *Smart Retailer's* liability will be limited to the cost of the ad. In the event of ad cancellation within 10 days of the published space reservation deadline, the advertiser will be assessed a fee of one-half the cost of the ad. After 10 days from the space reservation deadline, advertisers are liable for the full cost of their ad.

Submission Instructions

E-mail files

Only files up to 10 megabytes can be sent through our e-mail server due to size limitations. Zip or stuff files and attach to the e-mail. Send e-mail with attachment(s) to your sales representative.

DVDs or CDs

Include a printed list of disk contents with your submitted DVD or CD. Disk will be returned after the issue prints only if requested and a self-addressed, stamped mailing envelope is provided. Floppy disks are not accepted. Mail to: *Smart Retailer*, Attn: (your sales rep), N7528 Aanstad Road, P.O. Box 5000 Iola, WI 54945.

Submit via FTP or website

Our FTP site is open to the public, and no guarantee will be made for the integrity or security of your ad file. Our FTP site is also not monitored, so after the file(s) have finished uploading, send an e-mail to your sales representative.

1. Accessing the FTP site

- A. Use your own FTP program if you have one and setup a connection to remote.jonespublishing.com
- B. When the prompt box opens, enter the following in the prompt box:
User ID: advftpuser
Password: jones
- C. A screen will open showing folders for each of our magazines. Select the first magazine folder that you are submitting the ad for. You need only post the ad in the first magazine folder if you are using the same ad material for more than one magazine.

2. Posting your file to our FTP site:

- A. Right click on your Tool Bar "Start" button.
- B. Click on "Explore"
- C. Minimize the "Explore" screen (upper right hand corner middle button)
- D. Select the file you want to send and drag and drop it onto the appropriate magazine folder.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and *Smart Retailer* shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by *Smart Retailer* magazine is the sole property of Jones Publishing and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a Jones Publishing representative.

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